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**Remark**

Applicants respectfully request reconsideration of this application as amended. Claims 1, 2, 3, 5, 7, 17, 18, 21, and 27 have been amended. No Claims have been canceled. Therefore, claims 1-30 are now presented for examination.

**35 U.S.C. §102 Rejection***Thomas et al.*

The Examiner has rejected claims 1, 10, 12, 17, 19 and 27-29 under 35 U.S.C. §102 (e) as being anticipated by Thomas et al., U.S. Patent Publication No. 2005/0149964 ("Thomas"). The claims are amended to refer to the ratings being generated by cross-referencing the viewer characteristics received from the viewer to characteristics of other viewers. Thomas neither suggests nor describes cross-referencing viewer characteristics to generate ratings.

Claim 2 provides additional detail in reciting, wherein cross-referencing comprises using a weighted average of ratings for ratings categories that match the viewer's ratings categories.

Accordingly, the rejections are respectfully traversed.

**35 U.S.C. §103 Rejection***Thomas, Wheatley, McKenna, Sahai, Lett, and Barratt*

Combine these into a single paragraph. These references were not cited for nor do they teach or suggest the limitations discussed above with respect to Thomas.

**35 U.S.C. §103 Rejection***Thomas in view of Hertz*

The Examiner has rejected claims 7 and 9 under 35 U.S.C. §103 (a) as being unpatentable over ("Thomas"), in further view of Hertz, U.S. Patent No. 5,758,257 ("Hertz"). Hertz is cited as showing receiving viewer characteristics information and thus determine ratings for a particular geographic area. The Examiner is referred also to Thomas Figure 11 which allows the user to select a geographic area, a genre, a time frame and a type of program.

However, claim 1, for example, specifically refers to cross-referencing the viewer's characteristics to those of other viewers to generate a rating for display to that viewer. This is a significant advance over simply providing demographic information to advertisers or allowing the viewer to chose a geographic area.

Claim 2 goes a step further by using a weighted average of ratings from various matching categories. This goes well beyond any suggestion in either reference. Accordingly, these rejections are also respectfully traversed.

**Conclusion**

Applicants respectfully submit that the rejections have been overcome by the amendment and remark, and that the claims as amended are now in condition for allowance. Accordingly, Applicants respectfully request the rejections be withdrawn and the claims as amended be allowed.

**Invitation for a Telephone Interview**

The Examiner is requested to call the undersigned at (303) 740-1980 if there remains any issue with allowance of the case.

**Request for an Extension of Time**

Applicants respectfully petition for an extension of time to respond to the outstanding Office Action pursuant to 37 C.F.R. § 1.136(a) should one be necessary. Please charge our Deposit Account No. 02-2666 to cover the necessary fee under 37 C.F.R. § 1.17(a) for such an extension.

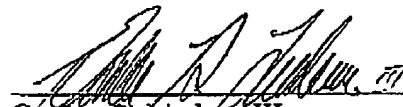
**Charge our Deposit Account**

Please charge any shortage to our Deposit Account No. 02-2666.

Respectfully submitted,

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Date: 7/28/06

  
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